



WPTV

## ORDER

Print Date 10/31/12

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Flight Dates 11/01/12-11/05/12

Contract / Revision 316383 /

Original Date / Revision  
10/31/12 10/31/12

Advertiser Aronberg / Democrat / Attor

Agency Rindy &amp; Associates Inc

Buying Contact

2401 E Sixth St  
Ste 1003  
Austin, TX 78702Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Dave Aronberg for State Attorney

Agency Com 15%

Billing Contact

2401 E Sixth St  
Ste 1003  
Austin, TX 78702

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # DAronberg-06/2012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	19	\$12,728.75	\$14,975.00	0.00
Totals	19	\$12,728.75	\$14,975.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	19	\$12,728.75	\$14,975.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	11/01/12	11/05/12	M-F 430-5a M-F 430-5a	CM	430-5a	M - TF - -	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/01/12	11/07/12	M - TF - -		2		\$100.00		0.00					
N 2	WPTV	11/01/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	M - TF - -	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/01/12	11/07/12	M - TF - -		1		\$350.00		0.00					
N 3	WPTV	11/01/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	M - TF - -	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00



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Contract / Revision    **316383**    Flight Dates **11/01/12-11/05/12**

Hiatus Dates

Original Date / Revision    10/31/12/    10/31/12

Order Sep    00:20:00

Advertiser    **Aronberg / Democrat / Atto**    Product **Dave Aronberg for State Att**    Estimate #    **Daronberg-06/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	11/01/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	M--TF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					1	\$900.00		0.00			
N 4	WPTV	11/01/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	M--TF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					1	\$950.00		0.00			
N 5	WPTV	11/01/12	11/05/12	M-F 11-12n M-F 11-12n	CM	11a-12p	M--TF--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					1	\$350.00		0.00			
N 6	WPTV	11/01/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M--TF--	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					2	\$425.00		0.00			
N 7	WPTV	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M--TF--	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					1	\$725.00		0.00			
N 8	WPTV	11/01/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	M--TF--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					1	\$1,600.00		0.00			
N 9	WPTV	11/01/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M--TF--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					2	\$1,800.00		0.00			
N 10	WPTV	11/01/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M--TF--	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					1	\$1,400.00		0.00			
N 11	WPTV	11/01/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M--TF--	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					1	\$575.00		0.00			
N 12	WPTV	11/03/12	11/03/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S-					1	\$325.00		0.00			
N 13	WPTV	11/03/12	11/03/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S-					1	\$500.00		0.00			
N 14	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S					1	\$500.00		0.00			
N 15	WPTV	11/04/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S					1	\$350.00		0.00			



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Order Sep    00:20:00

Advertiser    **Aronberg / Democrat / Atto**    Product **Dave Aronberg for State Att**    Estimate #    **DAronberg-06/2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WPTV	11/04/12	11/04/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/12	11/07/12	-----S					1	\$350.00		0.00			
N16	WPTV	11/05/12	11/05/12	M-F 7-730pm News M-F 7-730p News	CM	7-730p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/01/12	11/07/12	M-----					1	\$1,800.00		0.00			
Totals														19	\$14,975.00